July-August Winston/Salem Empty Pack Trade In Promotion

Objective:

Increase sales of Winston in non-menthol stores; Salem in Menthol stores

Winston Select Empty Pack Trade In Promotion - Home Liquors

Source: https://www.industrydocuments.ucsf.edu/docs/hhry0000

Following are stores to be worked for each brand:

- Winston
  - #75 Saddle River Rd., S. Hackensack
  - #410 River St., Hackensack
  - #480 Market St., Newark
  - #927 Franklin Ave., Newark
  - #360 Bloomfield Ave., Verona
- Salem
  - #593 Main Ave., Passaic
  - #209 Main St., Orange
  - #1277 Springfield Ave., Irvington
  - #773 S Orange Ave., Newark
  - #641 Springfield Ave., Newark
  - #465 Orange St., Newark

Source: https://www.industrydocuments.ucsf.edu/docs/hthy0000

Method

- Smoker gets a free pack of Winston or Salem (any style) when he turns in 4 empty inner packs of same.

Winston Select Empty Pack Trade In Promotion - Home Liquors

Source: https://www.industrydocuments.ucsf.edu/docs/hthy0600

Implementation

- Store gives free pack of Winston or Salem for every 4 empty inner packs of any style Winston or Salem turned in.
- Store accumulates the empty packs in plastic bags.
- Store Mngr. writes # packs, intials, and dates plastic bag with empty packs, and turns in to RJR Sales Rep.for a credit slip.
- Both Sales Rep and Store Mngr sign credit slip.
- Retailer keeps 1 copy to be turned in to Jim Bellias for credit
- RJR Sales Rep mails other copy to L. T. Wolfe

Winston Select Empty Pack Trade In Promotion - Home Liquors

Source: https://www.industrydocuments.ucsf.edu/docs/hthy0000

Timing

- July 1 - Aug 31

Winston Select Empty Pack Trade In Promotion - Home Liquors

Source: https://www.industrydocuments.ucsf.edu/docs/hthy0000

RJR Commitment

- Ensure each store has adequate stock levels of all styles of Winston or Salem - write orders when necessary.
- Collect empty packs of Winston or Salem and signed credit form.
- Place POS on counter display.
- Insure Window sign is placed in front window

Source: https://www.industrydocuments.ucsf.edu/docs/hthy0000

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Home Liquors Commitment

- Create and place window signs advertising this promotion.
- Order extra Winston or Salem product to cover the increased demand.

Source: https://www.industrydocuments.ucsf.edu/docs/hthy0000

Winston/Salem Empty Pack Trade In Promotion Credit Form

Store Home Liquors #_____

Address _____

_____

# of Empty Packs Turned In_____# of free packs given away_____

Store Mnger Signature_____

Sales Rep Signature_____

Note: 1 copy to be retained by store: 2nd to be retained by RJR Sales Rep and mailed to L.T. Wolfe

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